

Rep Order#	Ver#	Mod#	Status
7880905	7	3	Confirmed
EC'd Yes			

Traffic Order# 23694

Printed: 10/24/2012 11:04 AM

1 of 4

Last Received: 10/24/2012 8:30 AM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2604
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RES
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2604
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KAT2 COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAT2) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	10/19-10/19	2	\$200.00	2
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/22-10/25	7	\$200.00	7
Rating: 2.8								
Buyline Comment: 2/DAY M,W,TH 1/DAY TU								
6	F	TODAY SHW	7A-8A	:30	10/19-10/19	1	\$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	10/22-10/25	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	10/21-10/21	1	\$150.00	1
Rating: 1.2								
12	F	TODAY SHW2	9A-10A	:30	10/19-10/19	1	\$200.00	1
Rating: 1.4								
13	M-TH	TODAY SHW2	9A-10A	:30	10/22-10/25	4	\$200.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
17	F	RACHAEL RAY	10A-11A	:30	10/19-10/19	1	\$180.00	1
Rating: 1.4								

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3 of 4

Traffic Order# 23694

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Ver# 7 Mod# 3

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Product NRCC IE 2012
Estimate# 2604
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ()	NATIONAL MEDIA RESEARCH PLANTING	Rep Firm	
	815 SLATERS LANE	Sales Office ()	WASHINGTON
	ALEXANDRIA, VA 22314	Salesperson ()	JAMIE ANDRUS
Agency C/P1/P2/E	155/426/2604		
Flight Dates	10/19/2012 - 10/25/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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43	F	GAME NIGHT LIVE	630P-7P	10/19-10/19	1	\$400.00	1
Rating: 3.0							

44	M-TH	KSL 5 NWS-6:30	630P-7P	:30	10/22-10/25	4	\$400.00	4
Rating: 3.0								

Buyline Comment: 1/DAY

48	SA	GAME NIGHT LVE	630P-7P	:30	10/20-10/20	1	\$125.00
Rating: 0.8							

49	E	GRIMM	7P-8P	:30	10/19-10/19	1	\$1,100.00	1
Rating: 4.6								

50	F	DATELINE FR-NBC	9P-10P	:30	10/19-10/19	1	\$1,100.00	1
2+100- 3 4 2+100- 3 4								

LINE	DATE	DESCRIPTION	AMOUNT	BALANCE
51	SU	NBC SUN-FTBL	615P-930P	10/21-10/21
			:30	1
				\$3,500.00

52	SU	KSL NFL EDITION	930P-10P	:30	10/21-10/21	0	\$800.00	0
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53	F	KSL 5 NWS-10	10P-1035P	:30	10/19-10/19	1	\$1,800.00	1
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54	M-TH	KSL 5 NWS-10	10P-1035P	:30	10/22-10/25	4	\$1,800.00	4
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Buyline Comment: 1/DAY

58	M, W	TONITE SHW-NBC	1035P-1137P	:30	10/22-10/24	2	\$550.00	2	
Rating: 3.4									

Buyline Comment: 1/DAY

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60	SU	SPORTS BEAT SU	1035P-11P	:30	10/21-10/21	1	\$475.00	1
Rating: 4.4								
61	W-TH	STUDIO 5	11A-12P	:30	10/24-10/25	2	\$400.00	2
Rating: 6.7								

---REPORT TOTALS---

Report Totals: 65 / \$31,825.00

---SALES MONTHLY TOTALS---

Oct 12: 65 / \$31,825.00

Sales Totals: 65 / \$31,825.00

Station Totals: 65 / \$31,825.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,083	CABL 0%	KJZZ 0%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%		
Books	null				
Demos	RA35+				